

SANDS IR MANAGEMENT ACADEMY

INTRODUCTION

Launched in 2023, the Sands IR Management Academy equips future leaders for the integrated resort (IR) sector, offering management-focused courses in strategy, service standards, and resource management to promote cross-team collaboration. Through conferences and seminars, it encourages the exchange of practical ideas among professionals at all levels.

The mission of the Academy is aligned with the Macao SAR Government's vision of establishing Macao as a world-class tourism and leisure destination. Committed to advancing industry excellence and nurturing the next generation of managerial talent, the Academy equips young professionals with essential management expertise and innovative practices, setting industry standards. By collaborating with industry experts and educational organisations, the Academy supports the sector's sustainable development. It provides young professionals with the skills, knowledge, and resources needed to navigate the challenges of an ever-evolving industry landscape.



金沙中國領導人才培育計劃

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HIGHLIGHTS

The Academy provides tailored development programmes for young professionals, future leaders, and senior executives, focusing on nurturing talent, elevating standards, and inspiring excellence. Its initiatives cover eight core areas:

Enhancing Management Training Programmes

Strengthening management capabilities and supporting personal development.

Conducting Business Research

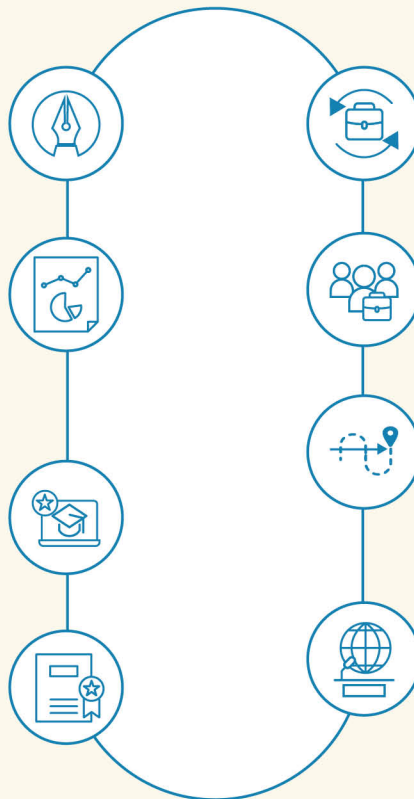
Collaborating with academic institutions to analyse integrated resort operations, visitor preferences, market trends, and service standards, driving innovation and maintaining a competitive edge.

Delivering Executive Lectures and Masterclasses

Addressing key topics such as corporate management, event management, resort operations, and smart city integration.

Funding Professional Certification Programmes

Fully funding participants to achieve international accreditations, raising industry standards.



Facilitating Business Visits and Exchanges

Enabling executives to gain global insights through international collaborations and knowledge-sharing opportunities.

Developing Elite Programmes

Attracting and nurturing young professionals for careers in the integrated resort sector.

Fostering Cross-Functional Development

Cultivating versatile talent to enhance collaboration, adaptability, and overall organisational capability.

Hosting Industry Forums and Conferences

Creating platforms for industry discussions, fostering innovation, and inspiring the next generation of professionals through insights from leading experts.